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Department of Natural Resources Testimony – AB ²²⁰228

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Diane Brookbank, Director
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Thank you for the opportunity to testify on Assembly Bill ²²⁰228, which would allow DNR to protect the e-mail addresses of customers who subscribe to DNR publications, periodicals and magazines. The Department supports this bill to protect the privacy of our customers.

Advancements in technology have introduced new ways for government to communicate with their customers. In response to numerous requests from our hunting and fishing public, DNR introduced a service that allows customers to sign up to receive e-mail updates from the Department. DNR uses the automated e-mail distribution service or list-serve to deliver up-to-date information on hunting/fishing law changes, season dates, application deadline dates, etc. Each hunting and fishing e-mail update is assigned a publication number, is posted on the internet, and is available to both subscribers and visitors of our web site.

Many customers have requested that we not disclose their e-mail address if they subscribe to this service due to the potential damage that can be inflicted on a customer's computer through delivery of unsolicited e-mail. Current law does not allow the DNR to withhold these e-mail addresses.

The statutory language changes included in Assembly Bill 228 add a customer's e-mail address to the list of personal identifiers the department may refuse to reveal for persons who subscribe to a publication, magazine or periodical.

The popularity of using e-mail as a means of communication with customers is growing in both state government and private industry. The hunting/fishing list serve has already generated over 16,000 subscribers. We are certain that with marketing, the number of subscribers will multiply considerably if they are assured that their e-mail address is protected.

This bill would also protect the e-mail addresses of customers who subscribe to other services offered by the department; including the Air Quality Advisory, DNR News and DNR Outdoor Report list serves.

I would be happy to offer any additional information or answer any questions.